

Trade Notes...

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French Wine Producers Chart New Export Strategy

To regain sales lost due to increased competition from Argentina, Australia and Chile, French wine growers are developing strategies to stop the erosion of their share of the world wine market. The French share of world market volume decreased from 29 percent in 1990 to 22 percent in 2000. The French Wine Producers Organization (ONIVINS) reported that one problem is the lack of an export strategy for some small to medium-size wine producers and companies.

Korean Market for Pet Food Looking Good

The Korean market for pet food has increased 600 percent over the past 10 years, as pet ownership—mainly of dogs—has become more common, and pet owners more frequently buy commercial food. The United States supplied 64 percent of the \$14 million in pet food imported by Korea in 2000. Over the next few years, the pet food market is expected to grow 15 to 20 percent annually, and U.S. products have an opportunity to take a bigger bite of the market.

MIATCO Takes Illinois Governor's Export Award

Illinois Governor George H. Ryan has chosen the Mid-America International Agri-Trade Council (MIATCO) as a recipient of the State's Export Award for the year 2001. During 2001, MIATCO raised more than \$500,000 in matching funds to help Illinois agricultural companies export their products. The group's return-on-investment for each promotional dollar spent has been an impressive \$146.

Market for Ice Cream Business Constantly Improving in Korea

The market for imported premium ice cream in Korea has grown by an average of 80 percent annually over the past 10 years. The United States dominates this small but dynamic market, with over \$5 million in sales to Korea in the year 2000. The hosting of the World Cup soccer games in 2002 should provide a platform for continued strong growth in the ice cream market.

International Scientific Cooperation Benefits Iowa

Iowa State University researchers are collaborating with overseas scientists to help solve mutual food, agricultural, environmental and trade-related problems under the FAS-funded Scientific Cooperation Research Program. Among these projects, Iowa State University is working with scientists in New Zealand on an innovative approach to reduce the use of stored feed by having livestock graze on corn crop residues. This could save cattle producers in Iowa over \$140 million annually. The University is also cooperating in Bolivia, Colombia, Ecuador and Peru with the International Center for Tropical Agriculture to identify natural enemies of the costly potato beetle.